



TECHNICAL REQUIREMENTS FOR ONESTOP CREATIVE DELIVERY: REVISION 2.0

RAW VIDEO

- video dimension should be at least **720x540** for split screen or **1280x540** for full wide screen
- all video should be progressive video, square pixel (1:1)
- video must be delivered on CD-ROM or DVD-ROM in **mpeg2** or **uncompressed mov**
- It is preferable to send creative that is **FULL-FRAME FORMAT, without black bars (letter and pill boxing)**. ONESTOP can provide production support when required.



IMAGES

- images should be uncompressed
- image resolution should be larger than **1280x540** – higher resolution images are preferred
- when embedding images into Illustrator please include original jpg files at a resolution no less than 150dpi.

MACROMEDIA FLASH SWF / FLA

- version must be Macromedia Flash **MX 2004**
- split screen stage size must be **720x540**, full widescreen stage size must be **1280x540**
- all creative elements that animate off the stage or into the stage should be **masked** within the stage
- frame rate of all ads should be **30 fps** (frames-per-second)
- all rendered **SWF** files should be supplied with the source **FLA** files
- the background of the SWF file should be a **solid filled square**
- ads should not have excessive use of built-in effects (**alpha/tint/brightness/advanced**) applied to large bitmaps or vector shapes
- file size per rendered ad (SWF) should not exceed **1 MB**
- there should not be any actionscript calls to the root of the **MAIN** timeline (**_root.**) or the parent of the **MAIN** timeline (**_parent.**) – all calls should be to local paths and not global (ie. this.)
- all code used in the ad must be present on the **first frame** of the **root timeline** and have **comments**
- all code must be **legible**
- Please contact ONESTOP Network for smartAD API
- any **intervals** that are invoked during the playback of the movie should be cancelled before the completion of the movie
- ads should be published with an optimal compression rate – the bitmaps should not look compressed at any time
- large bitmap **pans/scrolls/scaling/alpha** should not be used
- all fonts used must be either outlined or provided with the source files
- fonts provided should be **true type** or **open type**
- maximum runtime of an ad should be specified
- **10 second ad should be a 9 second ad in flash**
- **15 second ad should be a 13.5 second ad in flash**
- **30 second ad should be a 27.5 second ad in flash**
- **Please note that the ads will be 10,15 or 30 seconds long on the system.**

LOGOS

- logos should be delivered in a **vector file** format such as: ***.eps, *.pdf, Illustrator**
- logos must be **vector** (non-rasterized) and all fonts should be outlined or provided with the source files
- fonts provided should be **true type** or **open type**
- if vector logos are not available a high resolution (bitmap) version may be accepted
- **various versions** of the logo (if available) should be supplied to accommodate different background variations
- there should be **no QuarkXpress** files provided

FTP INFO

- FTP SITE ADDRESS: <ftp.onestopmediagroup.com> LOGIN: **anonymous**
- Upload to 'incoming' directory. Please Note: You will not be able to see uploaded files.